



**Melmac Dinnerware  
Dish-of-the-Week Plan!**

Aug. 18-21 Coffee Cup Reg. 90c Val. 29c  
 Aug. 22-28 Saucer Reg. \$1.00 Val. 29c  
 Aug. 29-Sept. 4 Fruit Dish Reg. 75c Val. 29c  
 Sept. 5-11 Salad Plate Reg. \$1.25 Val. 39c  
 With \$5.00 purchase

Completer Pieces, Only 99c (No purchase required)  
 Spock Platter \$4.49 VALUE  
 Vegetable Bowl \$2.95 VALUE  
 Sugar & Creamer \$3.50 VALUE  
 3 Qt. Mixing Bowl \$3.50 VALUE  
 Divided Serving Bowl \$3.00 VALUE  
 2 TV Saucer Trays \$2.50 VALUE



**Dish-of-the-week  
Coffee Cup**

Aug. 15-21 29c

Every week a different piece of elegant, break-resistant, child-proof Melmac will be offered at sensational savings! Two designs, with the touch and the tone of real china... Shelley, a contemporary aqua and gold design, or Gold Shield, in gold and beige with traditional floral spray. Dishwasher safe! Two year guarantee! Each \$5 purchase allows you to buy the item of the week at an amazingly low price!

**TV CANDIDS  
by  
Terrence O'Flaherty**

It is a pleasure to announce an occasion when a television network thinks boldly in terms of news and public information.

I learn from a New York executive that on Labor Day NBC-TV will cancel three hours of regular programming in prime time to present a comprehensive study of the civil rights issue from the Emancipation Proclamation to the present.

The program has been under consideration in the higher echelon of the network for several weeks under the direction of William McAndrew, executive vice president of NBC News and the man largely responsible for making the NBC network tops in news and special documentaries during the past two years.

McAndrews plans to have two discussion periods placed within the three-hour show, which will be composed of leaders in the civil rights movement and its critics. Among them are members of Congress, the Administration, and labor.

Inasmuch as the global press has played the civil rights issue in a big way, NBC newsmen in every major city will join in a study of world reaction to the issue. McAndrew is of the opinion that the story—as well as the problem—is one of the biggest and deserves what is equivalent to "front page space." To do so, he will employ more than half of the network's 800 news department members.

The programs to be canceled to provide time for the special three-hour show are the network's excellent "David Brinkley's Journal," its tired "Monday Night Movie" and the innocuous Art Linkletter game show.

Regardless of one's personal attitude toward the civil rights issue, it must be admitted that any program that replaces Art Linkletter—even for a day—is performing a public service of impressive dimensions.

Now that Raymond Massey has taken up medicine and dropped politics, I have been worried over who would be able to play Abe Lincoln. Hallmark Hall of Fame supplies the answer: Jason Robards Jr., who has been signed to play the title role in Robert Sherwood's "Abe Lincoln in Illinois" (NBC, Feb. 5, 1964.)

Robert Taylor's cash investment in the fall show that was canceled will reach an estimated \$750,000. Its replacement has been announced by NBC: an hour-long Western titled "Temple Houston," based on Sam Houston's lawyer son in the old West. The star is Jeffrey Hunter, last seen in the title role of the film "King of Kings." His co-star is Jack Elam, currently playing the menacing marshal in "The Dakotas," which has been canceled.

How's That Again? (From a publicity release announcing the promotion of James C. Hagerty, formerly head of ABC-TV News) "We have promoted Mr. Hagerty to be an officer in our parent company," said Leonard H. Goldenson, president of ABC-Paramount, "in order to take fullest advantage on more varied corporate problems of his many capabilities and worldwide experience."

**LIFE'S LIKE THAT**

By FRED NEHER



"This isn't going to break up any couple, is it?"

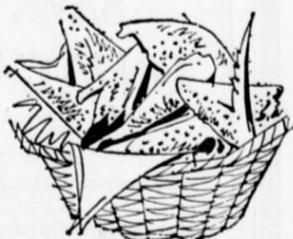
**LIGHT MEAT  
TUNA  
19c** chunk style

U.S.D.A. GRADE "A" CHICKEN  
**FRESH FRYERS 27c** lb.

FARMER JOHN OR LUER  
**FULL SHANK HALF HAMS 39c** lb.

**EASY TO SERVE  
VAN CAMP PORK & BEANS 7** No. 2 cans **\$1**

U.S.D.A. GRADE "A" FRESH CHICKEN  
**CUT UP FRYERS 33c** lb.



**LEGS & THIGHS 49c** lb.

All-purpose cleaner chases dirt like magic! 32 oz. plastic  
**Detergent 39c**  
 Fruit Juice **33c**  
 Scouring Pads **25c**  
 Piper Pickles **39c**

FRESH LEAN  
**GROUND BEEF 33c** lb.



FARMER JOHN OR LUER HAMS  
**WHOLE HAMS 49c** lb.

**DOG FOOD 25c**  
**AYONNAISE 39c**



USDA Grade "A". Tender, white meat for elegant casseroles! Try chicken with white wine!  
**FRESH CHICKEN BREAST 59c** lb.  
 Farmer John or Luer. Tender, juicy slices from center of the ham! Fine for frying, broiling!  
**CENTER CUT HAM SLICES 98c** lb.  
 Farmer John or Luer. Delicious, tender, juicy hams, full of that good old-fashioned flavor!  
**BUTT PORTION HAM 45c** lb.

FRESH LEAN  
**GROUND CHUCK 55c** lb.



FRESH LEAN  
**GROUND ROUND 65c** lb.

**RED RIPE WATERMELON 2 1/2c** lb.

Choice, lean selected sliced 1 pound package  
 Oscar Mayer Bacon **69c**  
 Oscar Mayer. Brighten your breakfast! 1 lb. pkg. **69c**  
 Link Sausage **69c**

Red lobster, cooked, cleaned! 1 1/4 lb. avg. frozen  
 Australian Lobsters lb. **\$1.29**  
 Certi Fresh with a tasty sauce! 9 oz. pkg. frozen  
 Fried Halibut **59c**

**RED ONIONS 2 lbs. 15c**

DEL AMO SHOPPING CENTER CORNER OF HAWTHORNE & SEPULVEDA

**MAGIC CHEF**

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